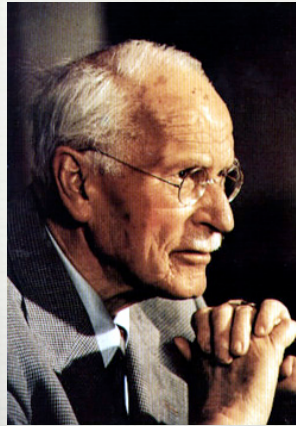


JUNGAN UNCONSCIOUSNESS



PERSONAL UNCONSCIOUSNESS

LIKE FREUD, FELT THEY WERE ONCE
CONSCIOUS, BUT HAD BEEN
FORGOTTEN, IGNORED, OR REPRESSED

☐ COMPLEXES - FUNCTIONAL UNIT OF THE
UNCONSCIOUSNESS;

☐ GROUP OF ASSOCIATED IDEAS BOUND
TOGETHER BY A SHARED EMOTIONAL
CHARGE; EXERTS A DYNAMIC EFFECT ON
CONSCIOUS EXPERIENCE & BEHAVIOR.

☐ EX. MONEY COMPLEX - \$\$ CENTERED LIFE



COLLECTIVE UNCONSCIOUSNESS

UNIVERSAL INSTINCTS, DRIVES, MEMORIES; SHARED BY ALL

□ ARCHETYPES - COMMON THEMES/SYMBOLS; HELP UNDERSTAND THE WORLD

➡ Family archetypes

- The father: Stern, powerful, controlling
- The mother: Feeding, nurturing, soothing
- The child: Birth, beginnings, salvation

➡ Story archetypes

- The hero: Rescuer, champion
- The maiden: Purity, desire
- The wise old man: Knowledge, guidance
- The magician: Mysterious, powerful
- The earth mother: Nature
- The witch or sorceress: Dangerous
- The trickster: Deceiving, hidden



KEY ARCHETYPES

PERSONA - "MASK"

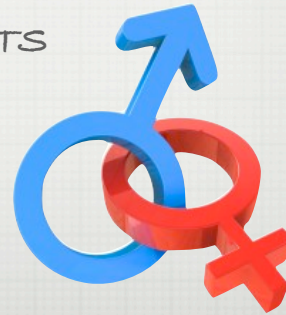
- ☐ "MASK"
- ☐ DIFFERENT PERSONAS FOR DIFFERENT SITUATIONS



KEY ARCHETYPES

ANIMA / ANIMUS

- ☐ ANIMA (FEMALE SIDE OF MALE)
- ☐ ANIMUS (MALE SIDE OF FEMALE)
- ☐ OPPOSITE SEX ELEMENTS



KEY ARCHETYPES

SHADOW

☐ PRIMITIVE SIDE

☐ SOCIALLY UNACCEPTED

THOUGHTS



KEY ARCHETYPES

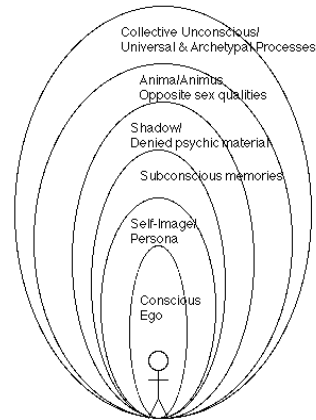
SELF

☐ UNITY &

COMPLETENESS

☐ SIMILAR TO

SELF-ACTUALIZATION



SHY OR OUTGOING?

- ☐ JUNG CAME UP WITH THE INTROVERSION AND EXTROVERSION TERMS
- ☐ INTROVERTS = SHY
- ☐ EXTROVERTS = OUTGOING
- ☐ MOST PEOPLE ARE AWARE WHICH DOMINATES



WORD ASSOCIATION TESTS

- ☐ GOAL - TO GET INTO A PERSON'S UNCONSCIOUS MIND
- ☐ SUBJECT IS READ OUT WORDS FROM A LIST & ASKED TO RESPOND W/ THE 1ST WORD THAT COMES TO MIND
 - ✓ RESPONSE DISTURBANCES RECORDED (REACTION TIME, FACIAL EXPRESSION, STAMMERING)
 - ✓ DOES HE/SHE APPEAR GUILTY? HIDING SOMETHING?